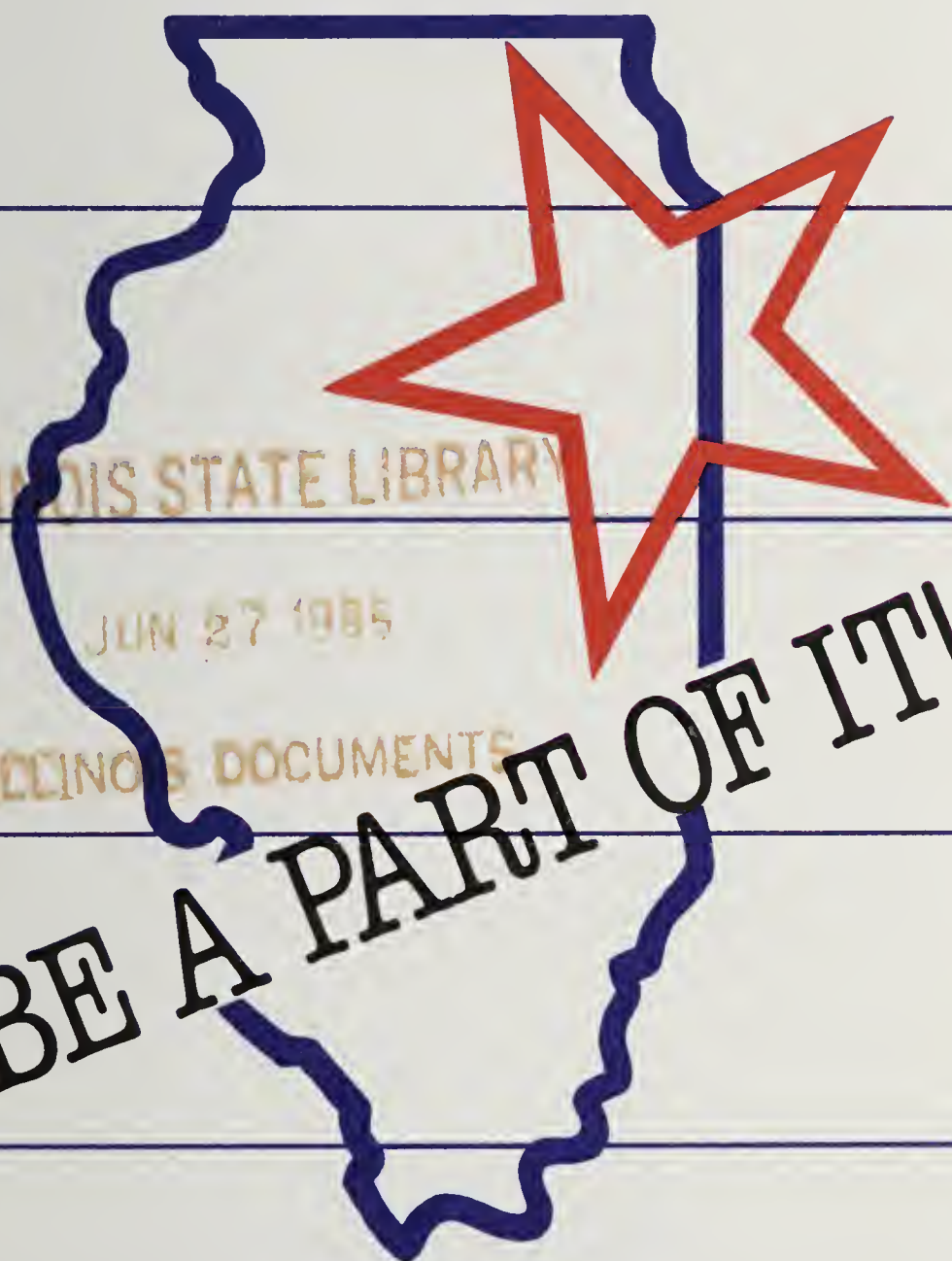


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THE 1992 WORLD'S FAIR!



BE A PART OF IT!

Chicago and Illinois will be the center of world attention in 1992 when they host the first Universal Class World's Fair since Expo '70 in Osaka, Japan; the first in this hemisphere since Expo '67 in Montreal, and the first in the United States since the New York World's Fair of 1939-40.



A HISTORIC EVENT

With the "Age of Discovery" as its theme, the Fair will be the centerpiece of a worldwide celebration of the 500th anniversary of Columbus' voyage to the New World and of the countless advances in our civilization since then. It also will look forward—to the 21st Century and the Third Millennium, just nine years off.



AND A BIG ONE

Some 65 nations and corporations will bring to the Fair their visions of the future and their appreciation of the past. The Fair is expected to attract 45 million people during its six-month run in the spring, summer and early fall. Fair-related events, ranging from world conferences of scholars to major sporting events, will take place before and after.



A DIFFERENT KIND OF FAIR

The 1992 Fair will have the advanced technological displays, unique amusements, popular entertainment and stunning architecture associated with previous Universal Class fairs. But unlike other fairs, ours will also be a world-class festival of sports and cultural events. Foreign nations will bring their finest art treasures, musicians, dancers and athletic teams. The Fair will emphasize human achievement and values, and will use the latest technologies to educate and entertain.



AN IDEAL SITE

The international pavilions and amusements will be at the Fair's 522-acre core site on Chicago's south central lakefront between Grant Park and 31st Street, in the Meigs Field-Soldier Field area. This is one of the most beautiful urban locations in the world, close to downtown hotels and stores, expressways and public transportation.



A FAIR FOR ALL ILLINOIS

The core site is only part of the picture. Many Fair-related events will be held at off-site venues, just like the successful Los Angeles Olympics. These satellite sites can be as close as the edge of the core site or hundreds of miles away in Downstate Illinois. Financed and managed mainly through private enterprise, they will give Chicago neighborhoods and Illinois communities the opportunity to capture the international attention, tourist dollars, foreign investment and economic development that the Fair will attract. A sports facility, theater or museum, an architectural or historic district, an ethnic festival, a state-of-the-art factory, a housing development of the future—these are just a few of the possibilities for satellite Fair venues.



ECONOMIC BENEFITS

The Fair will generate thousands of jobs in construction, tourism, retailing and other industries. The increased employment and consumer spending will generate millions of dollars of income tax and sales tax revenues. The Fair will spur commercial, residential and industrial development in Chicago and around the state. And by showcasing the science, research and applied technology of Illinois corporations and universities, the Fair will help Illinois attract national and international investment.



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A ONCE-IN-A-LIFETIME OPPORTUNITY

The 1992 World's Fair presents a unique opportunity to showcase Chicago and Illinois to tourists and potential investors from around the nation and around the world; to establish a new image for the Midwest; to boost the morale and economy of the region—and to have a lot of fun, and cultural enrichment, in the process.

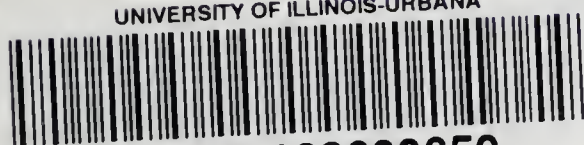


WILL YOU BE A PART OF IT?

Write the Chicago World's Fair—1992 Authority, One First National Plaza, Chicago, Illinois 60603, or call us at (312) 444-1992. We want your ideas on how to make this the best fair ever.



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